

WAS FRAUEN WOLLEN:

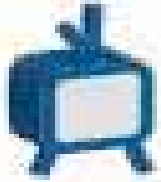
Computerspiele für die weibliche Zielgruppe

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Free-time activities (male&female, weekly based)



47% are watching between 6 and 14 hours TV



46% are surfing INTERNET between 6 and 14 hours



46% spending between 6 and 14 hours with friends and family

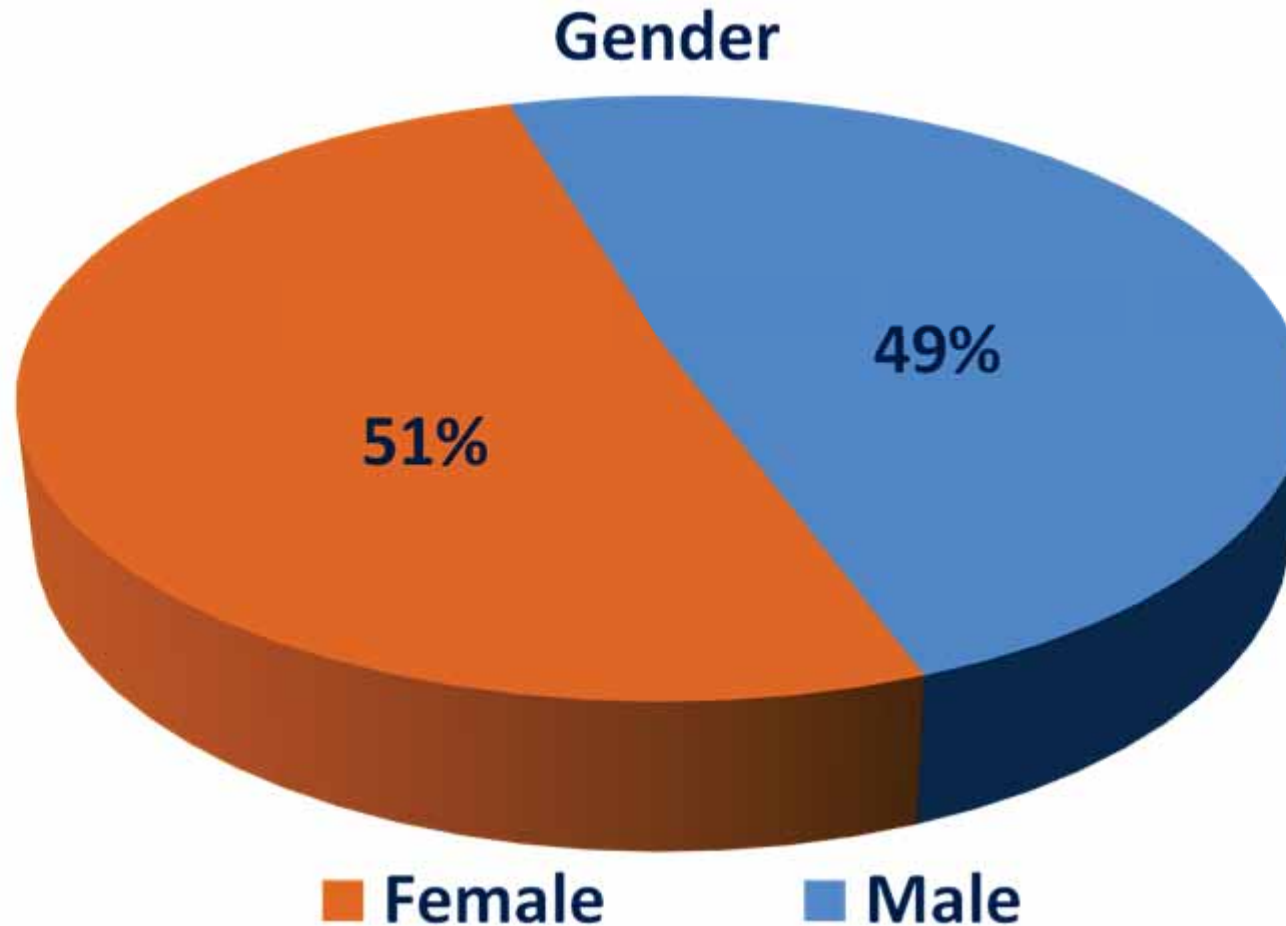


40% are playing between 6 and 14 hours Computer and Video Games

Source: Video Gamers in Europe 2008 from ISFE



Germany's Population: Target Group Analysis

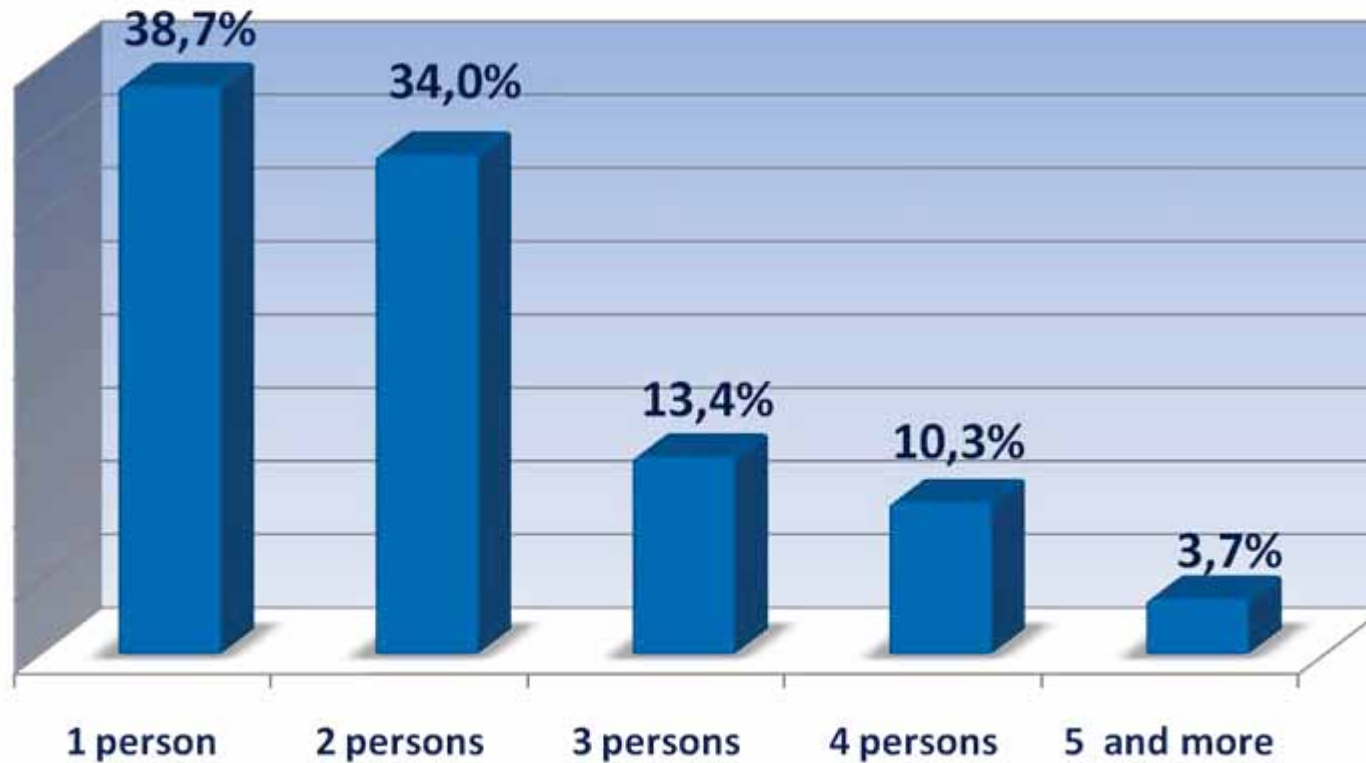


Source: Statistisches Bundesamt Deutschland



Germany's Population: Target Group Analysis

Household Size



Source: Statistisches Bundesamt Deutschland



Profile of female player:

Women who play:

- Average age is mid 40ies...
- More than a half are employed full or part-time...
- Most play only at home...
- Most are low-middle income...
- Most play every other day or every day...



Psychographic profile:

Personality: functionary, task-oriented, empowerment

GAME GENRES: MATCH3, TIME MANAGEMENT,
SIMULATION

Values: wholesome, family-oriented, emancipated

GAME GENRES: MATCH3, HIDDEN OBJECT

Interests: mysteries, fashion, travel, celebrities,
gardening, cooking, pets, fantasy, cards&board

GAME GENRES: MATCH3, HIDDEN OBJECT, TIME
MANAGEMENT, CARD & BOARD



Profile of female gamer:

Interests: mysteries, fashion, travel, celebrities, gardening, cooking, pets, fantasy, cards & board

It means: woman wants to learn interesting facts, to visit other countries/cultures

Concerns: body shape, looks, fashion, love of the partner

It means: woman wants to relate to the in-game character in body shape, wants to live a life of a successful woman at least in game

Lifestyles: working and stay at home moms, living with a partner, meeting with friends.

It means: quick and easy fun, “bite size” entertainment



Female vs. Male Gaming

CHARACTERISTICS	FEMALE GAMES	MALE GAMES
Time of play	3-15 minutes to complete the level	20 min -2 hours to complete the level
Topics	General interest, female topics, mild detective stories, etc.	War, conflict, outer space, aliens, fantasy, etc.
Type of gamer behavior	cooperative	competitive
Multiplayer experience	To socialize outside of gameplay	To socialize to achieve a certain gameplay goal
Media influence	Reader of yellow press, women magazines, watches TV, moderately use Internet	Gaming magazines, heavy Internet user
Hollywood correspondence	Sex & the City, Friends, DaVinci's Code	Resident Evil, Silence of the Lambs



Top Female Genres

Match3 (3-Gewinnt)

Hidden Object (Wimmelbild)

Jump'n'Run

Time Management (Klick-Management)

Adventure / Simulation / Mahjong



What do women want?

THE END
(is just a beginning)